

Pointers on Home Freezers Given for Those Who Plan Gift

To surprise her or not? That's the question if you're planning on making it a White Christmas for your wife by giving her an electric home freezer.

There are good arguments on both sides of the question—and if you're one of those individuals who thinks that surprise is a vital ingredient of any gift, then don't read any further.

But if you're undecided about whether to surprise your wife on Christmas morning with an electric freezer, you might want to consider the following points.

First, while a freezer will give her pleasure 365 days in each year, it's likely to be of special value to her in the days just before Christmas. That's particularly true if she's going to be entertaining during the holiday season—and what woman isn't planning on

having guests in during this festive season.

Freezer Frees Her

An electric freezer will allow her to prepare whole meals as well as party snacks well in advance. Then her time just before Christmas can be devoted to those really last-minute preparations—trimming the tree, decorating the house, and last-minute cleaning.

With the children home from school she's likely to find it extremely convenient to freeze their luncheon sandwiches and between-meal snacks in advance. Then she won't have to interrupt her other activities to prepare these meals for the youngsters.

And if your wife is planning on having the family in for Christmas dinner she couldn't ask for a better servant to lighten her work

than a home freezer. A whole host of holiday dishes can be prepared in advance and then frozen, to be taken out of the freezer only minutes before the meal is to be put on the table. At a moment like this the lady of the house is particularly disposed to bless her new freezer and the man who gave it to her.

There's one other equally practical reason for eliminating the surprise element in the gift of a freezer. You may never have thought of it in these terms but an electric freezer is a "personal" gift for a woman. Personal because the freezer is such a versatile product that each woman is likely to decide that it has a particular value for her.

Consult Your Wife

Here's an example. One obvious use of a freezer is to freeze fresh crops in season. If your wife is likely to want to do this you'll have to take it into consideration in selecting the proper size unit.

Or consider the matter of convenience. Today's glamorous electric freezers are a far cry from those first boxy, utilitarian units. Today your wife can pick between a chest type or an upright. She can choose the particular arrangement of shelves and baskets which best suits her requirements.

Then, too, your wife is very likely to have definite plans about her kitchen. She may have a new color scheme or a new arrangement of appliances in the back of her mind. If so, she'll obviously want to make her new electric freezer conform to her new plans and make it the first step in modernizing the kitchen.

So you see there are definite advantages to letting your wife in on the secret if you're planning a freezer for her White Christmas.

And even though she has helped pick out the unit she wants and has been using it for a whole week before Christmas you can make it something special on Christmas morning by having hidden a gift-wrapped delicacy for her in the new electric freezer. It might be a special seafood, or a frozen gourmet meal or something for her sweet tooth. Whatever it is, it's a good way of putting the surprise back in the freezer gift.

Supermarket in Home

Finally, remember that the initial surprise of receiving a freezer is only the first of many surprises a modern freezer will provide. Day after day the lucky lady is likely to find new delights and new advantages in having a supermarket in her own home. Each time she saves a step—or a penny—she's likely to be surprised and delighted anew with her freezer.

Automatic Ice Maker Is Feature

The magic of producing frost from a flame is something millions of homeowners take for granted. These are the families who enjoy modern, fully automatic gas refrigerators.

The dependability, economy and efficiency of gas makes it the ideal fuel for safe, convenient storage of food. Because there are no moving parts, no on-off cycling, gas refrigerators are constantly silent and interior temperatures remain the same 24-hours a day.

One of the features homemakers like best, says the American Gas Association, is the automatic ice maker which makes semi-circular disks of ice automatically, deposits them in a handy storage bin, then fills itself with water and freezes a new supply. This process is repeated until an automatic control indicates that the ice bin is filled.

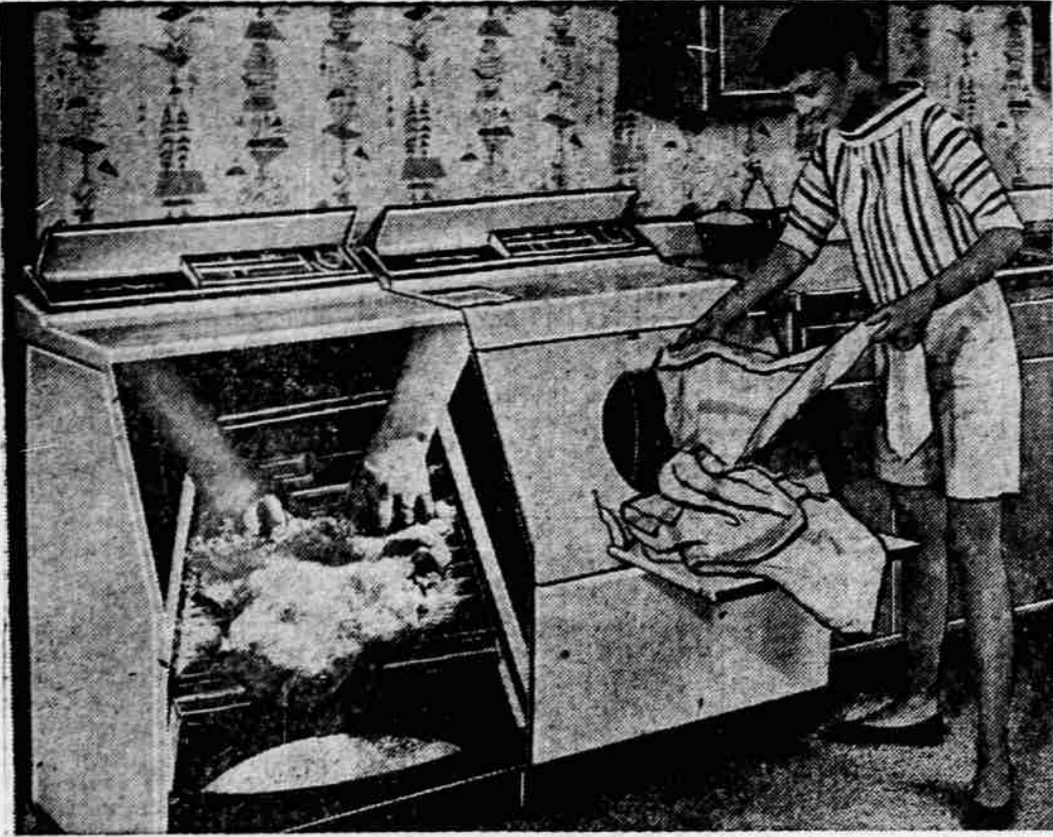
Best of all, there are never any trays to fill or spill. You have all the ice crescents you need—automatically.

Other features include a colorful, yet functional design. The interior is pink with blue and charcoal for the crisper drawers, two glide-out aluminum shelves with safety stops, tilt-out compartments for butter and eggs and full-width door shelves in charcoal gray and brushed gold. Rosewood inlaid door handles match the decorative motif.

Automatic self defrosting, a roomy deep freeze compartment and generous storage space are additional features offered on today's gas refrigerators.

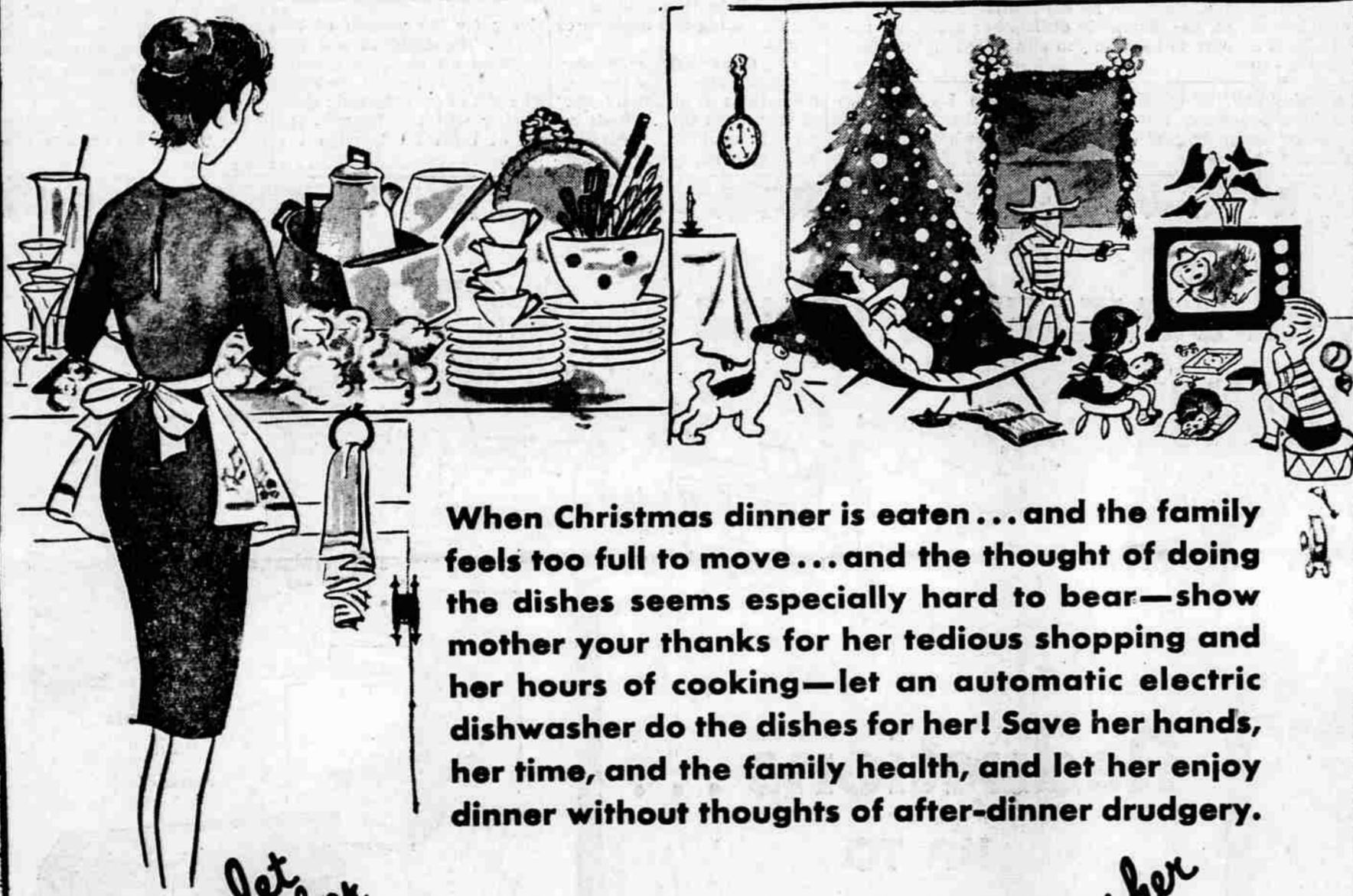
DO SPECIAL COOKING

Special controls, griddles, rotisserie ovens and other features of the new gas ranges now perform special cooking functions that once required many auxiliary appliances.



MODERN WASHER—Like hidden hands, yet much gentler, the modern washer takes the heaviest burden of housekeeping from the shoulders of a woman, while its team-mate, the automatic dryer, completes the home laundry task regardless of outside weather conditions, at her convenience.

WHAT MOTHER WANTS FOR CHRISTMAS

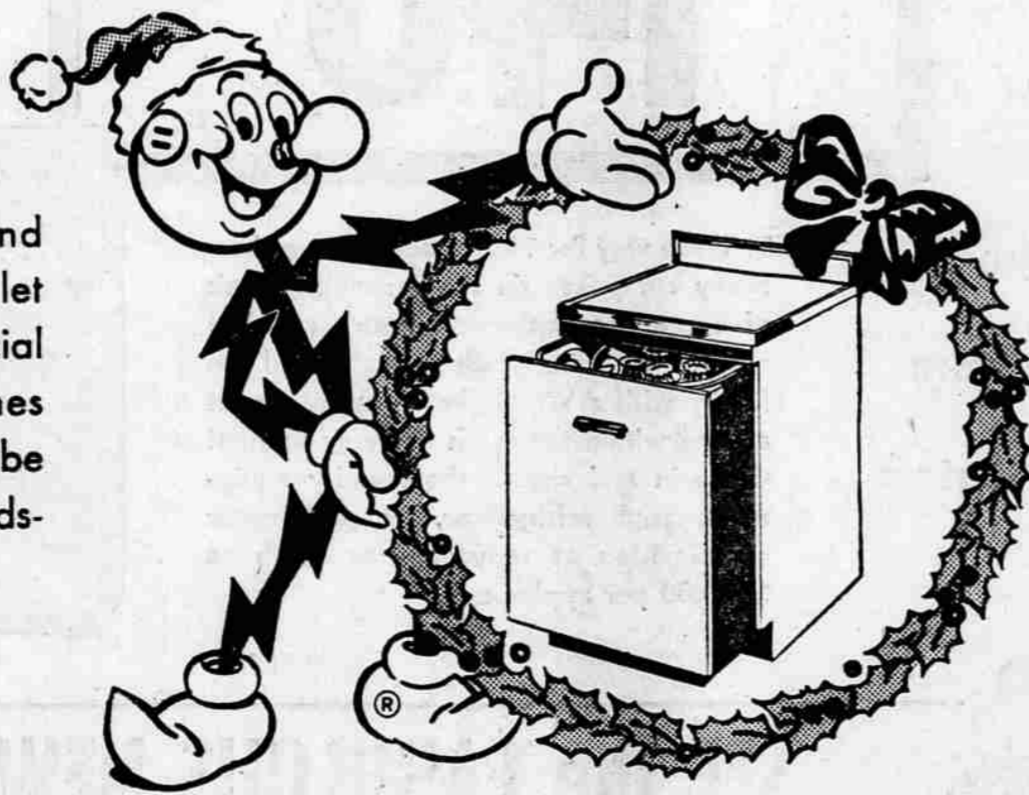


When Christmas dinner is eaten... and the family feels too full to move... and the thought of doing the dishes seems especially hard to bear—show mother your thanks for her tedious shopping and her hours of cooking—let an automatic electric dishwasher do the dishes for her! Save her hands, her time, and the family health, and let her enjoy dinner without thoughts of after-dinner drudgery.

Let her **DON'T BE A DISHWASHER... BUY ONE!** her

Press a button—
and relax!

Put the dirty dishes, silver, and utensils in the dishwasher and let scalding hot water and a special dishwasher detergent get dishes cleaner than they could ever be washed the old-fashioned, hands-in-the-sink way!



See Your Favorite Appliance Dealer



GIVE BETTER—Electrically



THE CALIFORNIA OREGON POWER COMPANY

A Western Company Owned and Operated by Western People

HOTPOINT VALUES for Christmas giving and years ahead Enjoyment!

DISHWASHERS

PORTABLE	\$185
Top Loading	\$5.00 Down
Fully Automatic	\$9 Month
Front Loading	\$225
Portable or	\$10 Down
Undercounter	\$11 Month

We made a special purchase on the Clearance of '58 Models. These 2 models at the prices shown, represent a Substantial Savings from the original price or the comparable '59 model price! Compare them with others and you'll see why Hotpoint has long been America's best selling dishwasher.

Refrigerators

TWO DOOR	
12 Cubic Feet	
\$298	\$10 Down
	\$14 Month

12' UPRIGHT	
Freezer	\$275
18' UPRIGHT	
Freezer	\$385

Top Of The Line AUTOMATIC Washer & Dryer \$489

Just 4 Pairs of the 58 Models Left and the Savings are Substantial!

\$15 Down -- \$24 Month

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